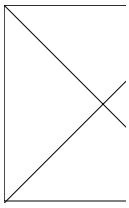
Children's Museum's
Presentation to the City of Winnipeg
Executive Policy Committee
March 14, 2011



Request for support from the City of Winnipeg
The Children's Museum's volunteer board and capital campaign cabinet along with museum staff continue in their unwavering efforts to raise the funds required to rejuvenate the museum. We invite the City of Winnipeg to further fund this venture through an additional $275,000 gift.

The Need
Since moving to our current location, over 2.5 million pairs of hands have explored, imagined and discovered the excitement of the Children's Museum. It's no wonder our galleries need to be replaced along with major parts of our infrastructure to give kids and their families an exceptional, safe, hands-on learning opportunity.

The need for safe and enriching experiences in the arts and recreation, and for families to play and grow together is enormous in our community. It is especially so for those families of limited financial means. As we expand our facility, we expand our organization and the opportunities we can offer. We are committed to increasing our outreach, making additional free access available to Winnipeg's children and families most in need.

We are planning for an increase in tourism in Winnipeg and at The Forks with the opening of the Canadian Museum for Human Rights. Through this capital campaign, we will be a shining example of what Winnipeg has to offer.

Importance of Manitoba Children's Museum to our Children
- Offering a level playing field for all children regardless of their life's circumstances
- *Sparking children's creative learning* by opening their eyes to new possibilities
- Strengthening children to be responsible citizens
- Providing an environment where families, including families from the inner-city, connect in meaningful ways

Manitoba Children's Museum's Facts
- Anticipate 200,000+ children and adults visit annually on re-opening
- Target audience is elementary school age and younger
- Historically 20,000 students annually participate in school programs, 25% are children from low-income areas of Winnipeg are given free admission through our ***Free to Play Access Program***
- 10,000 free Family Passes are distributed annually to inner city children and their families through the Winnipeg Christmas Cheer Board hampers enabling up to 60,000 people to visit for free
- 10% of day camp spots and special event tickets are free to inner city children
- Open 357 days per year – more than any other museum in Manitoba
- 1,500+ families have annual visitor memberships

Free to Play Access Program
Since incorporation 25 years ago, the Children's Museum has provided free access to children and families of low income. We strongly believe in providing opportunities for **all** children to visit the Children's Museum .

Capital Campaign Goal
Our Capital Campaign is $10M. To date, there remains approximately $1.3M to be raised to reach this goal for our Grand Opening on June 4, 2011.

Commitments as of March 2011
Commitments of $8.7M

Capital Campaign Cabinet
Campaign Chair – Mr. Lawrie Pollard, Chairman – Pollard Banknote

Honorary Chairs – Mr. Len Cariou, Ms Susan Auch

Cabinet Members

- Mrs. Laurel Repski – VP of HR, Audit & Sustainability – University of Winnipeg (Chair of Board of Directors)
- Mr. Chad Brick – President and Owner Eastside Group of Companies (Vice Chair of Board of Directors)
- Mrs. Laura Kwiatkowski – General Manager, Rogers Communications (Past Chair of the Board)
- Ms. Mary van Eerd-Cook
- Mr. Jim Trann – Senior Account Executive, Len Dubois Trucking